

1/21

0705N373

Candidate's Seat No : _____

IMBA in BI/IB/APR Sem.-8 Examination

M

B. C.

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

- Instructions:** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

- Q:1** Explain the following terms (Any 7) **(14)**
1. Brand Equity
2. Brand Recall
3. Brand Mantra
4. Brand Association
5. Brand Identity
6. Brand Engagment
7. Brand Attachment
8. Brand Hierarchy
- Q:2** Explain Lavidge Steiners Model of Brand Communication. **(14)**
OR
- Q:2** Explain Kapferes Brand Identity Prism Model. **(14)**
- Q:3** Explain Basis of Brand Positioning. **(14)**
OR
- Q:3** Explain Basic Elements of Brand Promotion Mix. **(14)**
- Q:4** Explain ELM model of Consumer Behavior. **(14)**
OR
- Q:4** Explain the importance of Brand Touch Points. **(14)**
- Q:5** Mr. Sohail wishes to buy a new car. Explain the various stages of Buying process he will have to go through in order to reach the purchase decision. **(14)**
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